

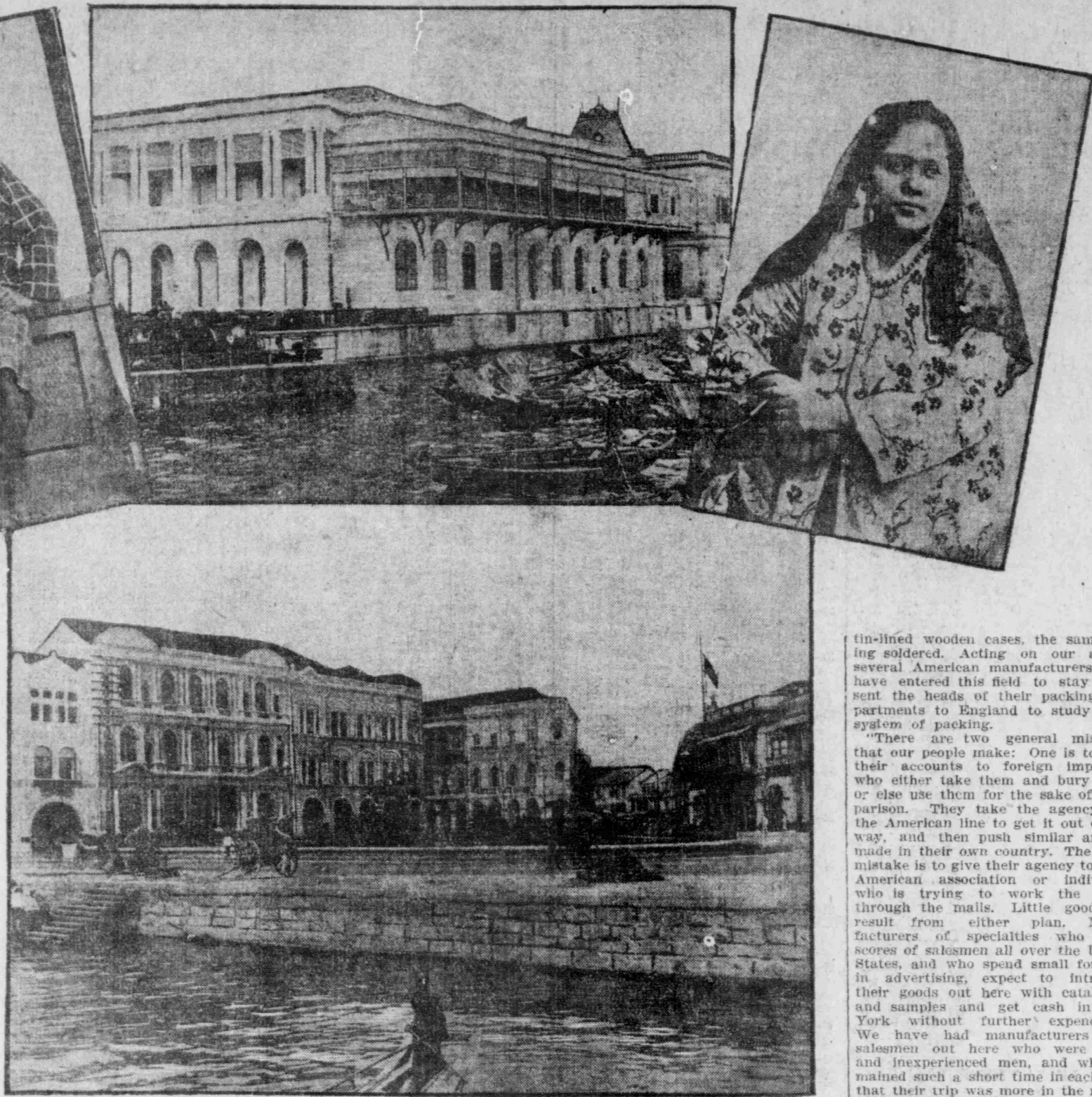
AMERICAN COMMERCE IN THE FAR EAST.

BY FREDERIC J. HASKIN.

A Malay Boy.

Business Men's Club in Singapore.

Native Woman of Singapore.



A Business District in Singapore.

SINGAPORE.—Inquiry concerning American interests in the far east always brings out two conclusions; first, as yet few of our business men have made any serious effort to get trade there; secondly, that those who have earnestly attempted to enter this market are succeeding. The American who comes to the Orient and pitches his tent nearly always gives a good account of himself. But the one who tries to get business by what might be called "the absent treatment method" rarely ever accomplishes anything. The American has greater adaptability and facility than either the Englishman or the German. He is best either of them if he will meet them on the ground and apply himself, but the trouble is that he nearly always wants to compete with them from his cozy office in the states, which is impossible.

At the present time Singapore is selling the United States about seventeen million dollars worth of goods a year, while the amount of our products coming here for the same period is less than two millions. There is only one American house in Singapore. It is composed of H. J. M. Ellis, formerly a salesman for Armour & Co. at Kansas City, and Frederick Baldy, an ex-newspaper man of New York. In less than four years these Yankee hustlers, fighting single-handed against the combined competition of the Japs, have taken the lead in the trade. Their sales are now greater than any other individual firm in Singapore. They are reaching out to Rangoon, Bangkok and Colombo. A half dozen straight, clean American firms residing in Singapore, and bidding for the trade like they really wanted it, could control the business inside of five years.

An American's Experience.

I asked Mr. Ellis for some of his experiences in Singapore during the four years he has been exploiting American goods. I also asked him for suggestions that might lead to a more intelligent understanding of local conditions and a broadening of American commerce in this territory. He replied: "Our territory extends to Ceylon, Burmah, Java and Siam, and we travel in each of these countries in order to keep in close touch with the requirements of the trade. When we came here we decided to handle nothing but American stuff, and to work only for the development of the commercial interests of our own country. We have made a careful study of the methods of the English and Germans, and we find that they are doing nothing that the Americans could not do if they were willing, but as yet the methods of our manufacturers are very crude in comparison with the Europeans. Generally speaking, our exporters are in the kindergarten class. I will point out some of the shortcomings of our own people, arising mainly from ignorance and indifference.

"We sometimes get letters addressed 'Singapore, China' or 'Singapore, India,' and even 'Singapore, Zanzibar.' Frequently we get two or three letters following close after each other; the latter ones asking why we had not replied to the previous inquiries. Generally the last letter was written while the first one was only half way to us. Many of our manufacturers do not know that it takes thirty-two days for a letter to reach New York from Singapore, and thirty-six from Bangkok or Java. It is not unusual for us to pay 50 or 70 cents excess postage on a single letter, and this even occurs with firms after we have called attention to it. Some of the European concerns here refuse to receive such letters. Hardly any other thing tends to make the Americans so ridiculous as their universal ignorance in regard to foreign postage rates.

Follow Shipping Directions.

"Our people at home often increase our trouble by sidetracking orders for two or three months in favor of their domestic trade. After we have introduced a line it is imperative that we fill our orders promptly. A demand for any line of goods cannot possibly be created unless we have the stuff to work with. This has been one of the greatest obstacles that we have had to contend with. Another difficulty has been the shipping of goods contrary to our direction, which nearly always incurs increased expense and delay. We have just received shipment from New York that went to New Orleans, then by Southern Pacific to San Francisco, thence to Hongkong, where it lay a month before being reshipped to Singapore. It was five months on the way and cost four times as much as if it had been shipped straight from New York by one of the freight steamers for Singapore. We have had to resell goods time and again because our orders were so delayed that buyers refused to take the goods. In some cases after waiting for a reasonable time they have ordered similar goods from England and got them before ours arrived.

"We are not dealing with savages, but with some of the shrewdest, and craftiest traders in the world. They are bartering when our ancestors were roaming the woods. Not only are they good traders, but they are extremely conservative. When one of our brands is the same thing from the same manufacturer, with different labels, yet the first one to be introduced has the largest sale and commands 20 per cent more than the other two.

The East is Conservative.

"Another instance which illustrates this conservatism is shown in the case of an English firm which by some mistake stenciled the boxes of their first order inside and out. The goods caught on, but when the second lot ar-

rived with the stencil on the outside alone, the dealers would not look at them on account of the difference in the markings. Ever since that time the English firm has continued to mark its goods like the original lot. An American, who undoubtedly laugh at this eccentricity and refuse to humor it, although it costs nothing and the sale of the article depends upon it. The invariable American reply to any unusual conditions, whether reasonable or not, has been, 'If you can't sell what we make we don't care for your goods.' But the time is coming when our manufacturers will cease to be so independent. They are beginning to understand that by allowing their competitors to have their own way out here the latter are merely becoming entrenched.

"The methods of doing business vary considerably in all parts of our territory. A style or shape of shoe that may be popular in Burmah

will not sell at half-price in Singapore. Our manufacturers cannot realize that each of these countries contain an entirely different race of people. While the Chinaman is the principal trader in nearly all these ports, he has to buy what suits his customers. Naturally a native of Chinese descent is not going to give a very large order for the first time on any American product, even if it is changed to suit his particular style, until he is satisfied that the American concern can do it as well as the English or Germans, and that it is to his advantage to change.

Advice About Packing.

"We have had much trouble over carelessness in filling orders. In many instances where we have under-scored special instructions in red ink no attention has been paid to them, and we have had to re-sell the goods at a loss. As American manufacturers

demand payment in New York we rarely get any redress. We seldom get a shipment from New York without some of the cases arriving in a damaged condition, due to light or insufficient packing. Because a case will stand shipment in an American boxcar does not mean that it is strong enough to go half way around the world by steamer. On these large cargo boats many tons of freight are liable to be piled on top of it, and the motion of the ship in rough water puts an additional strain on it. We have had bicycles sent us protected only by flimsy crating and brown paper. It is no wonder that seventy-five per cent of these were smashed. We have received castings so exposed that a blow against a hard projection would break them. The English are the best packers. They ship all goods likely to be affected by dampness in

tin-lined wooden cases, the same being soldered. Acting on our advice several American manufacturers who have entered this field to stay have sent the heads of their packing departments to England to study their system of packing.

"There are two general mistakes that our people make: One is to give their accounts to foreign importers who either take them and bury them or else use them for the sake of comparison. They take the agency for the American line to get it out of the way, and then push similar articles made in their own country. The other mistake is to give their agency to some American association or individual who is trying to work the world through the mails. Little good can result from either plan. Manufacturers of specialties who have scores of salesmen all over the United States, and who spend small fortunes in advertising, expect to introduce their goods out here with catalogues and samples and get cash in New York without further expenditure. We have had manufacturers send salesmen out here who were young and inexperienced men, and who remained such a short time in each port that their trip was more in the nature of a junketing tour.

The Buyers Are Slow.

"It takes time and expense to exploit goods in this part of the world. It is an old axiom that you can't hustle the east. The traders are extremely slow buyers and champion procrastinators. When I was in Rangoon recently I figured that the orders taken required on an average ten trips to each dealer. First a customer would come to the show room and place part of an order for one line, then go away and a day or two later come back and order another line. Then two or three days later another, and so on for three weeks, entailing about ten trips on my part and half a dozen on his. Unless a man takes his time for it and goes the gait of the east, the wear and tear on his nerves will soon lay him up.

"You might suppose from the foregoing that I have only complaints to offer in regard to the Americans, but this is not so. I have only explained

some of their most universal errors in the hope that some one may profit by attention being called to them. The campaign of one of our big provision manufacturers has been very successful. He sent a man out first who went over the territory thoroughly—a man of wide experience who had an intimate knowledge of his goods. He decided that Singapore was the proper distributing point for his territory, and ordered a stock of several hundred cases of goods which his judgment indicated as salable here. When the stock arrived it was accompanied by an experienced lady demonstrator, who showed the goods off to advantage in each port. All orders were filled from the Singapore stock, no business going to exporters, not even direct from the factory. While this is a most admirable system for a provision line, and would apply to many others, it would not do in all cases.

How to Handle the Trade.

"One of the machinery manufacturers has an expert salesman who is constantly traveling in the hunt for business. He is subject to our call because we are the agents and are centrally located. Some may think that both a traveling salesman and a resident agent are unnecessary, but this is a mistake. The resident agent is in close touch with all people likely to require machinery, and can be pounding away at them, giving prompt replies to inquiries and securing the services of the expert on short notice. The latter makes specifications, superintends the erection of machinery, and is called in in case any trouble arises. It is very satisfactory to have goods give satisfaction and very often they fail to do so when there is merely a misunderstanding of some little detail which the expert can put his finger on at once. It takes too long to get a reply from America in regard to complaints, as well as quotations on new business of an unusual character.

"In conclusion, I should say that Americans who contemplate entering this market should first ascertain through the American consul whether their goods are salable in this particular territory. For instance, it would not pay a hard coal stove manufacturer to bother with Ceylon, India, Burmah or Singapore where the temperature is an average of eighty-five degrees the year round. If the firm has something which might sell here, the manager of the foreign department, or some equally competent man, should travel over the whole of the territory, familiarizing himself with conditions prevailing in the different markets. This would be money well spent, because the house would not have to be groping in the dark or taking chances in word in regard to things out here.

"When an American house enters this trade it should make a feature of filling orders promptly, following specifications, and packing goods carefully. The shipping department should familiarize itself with the geography and steamship routes of the whole territory. The credit department should make a study of the proper way to make out documents for all kinds of shipments to each particular country. As soon as we can get numbers of good American houses interested in this field, a combined effort will be made to get adequate steamship service from Atlantic ports. When this is accomplished American commerce will have no trouble in holding its own in the Far East."

SHE SUPPLIED THEM.

(Chicago News.)
Tragedian—I hear that Rowland Rantia went out on a tour.
Comedian—Yes; lecture tour, I believe.
Tragedian—I thought it was tragedy. How did it happen to be a lecture tour?
Comedian—His wife went alone.

MISS NORA GLEASON

Teacher of
PIANO, MANDOLIN AND GUITAR.
Studio, 131 East First South. Tr. 1289

GEORGE E. SKELTON

TEACHER OF VIOLIN.
Graduate from Trinity College, London
References and Studio, 303 Board of Trade

The Last Dinner of the Year.

BY CORNELIA C. BEDFORD.

AS THE thirty-first this year falls on Sunday, let us plan out the dinner with the double purpose of marking the day and at the same time doing the necessary work in such good season, that no more than the ordinary routine will need attention on the day itself. At this season poultry can usually be procured in any part of the country, and nothing on the following menu calls for articles which cannot be procured either fresh or canned.

- Clam Broth with Whipped Cream.
- Soup Crackers.
- Roast Duck.
- Jellied Apples.
- Browned Sweets.
- Molded Turnips.
- New Astor Salad.
- Pears.
- Wafers.
- Cafe Parfait.

Whether one large or two small ducks are selected, do not buy those which are over fat, as they are not only less digestible, but there is less lean meat available, and so in the end they prove more expensive. Clean them as soon as received, following the directions recently given in these columns for cleaning turkeys. With a wooden mallet or the rolling pin, break and flatten the breast bone, add the stuffing and truss or tie into shape. As a stuffing put through the rice sufficient hot boiled potato to make a good pint. To this add gradually, one small onion grated, salt and pepper to season. One tablespoonful of butter, one quarter of a cupful of good cream, two beaten egg yolks and, if liked, a half cupful of shelled English walnuts cut fine. Beat thoroughly together, then set aside until cold before filling the duck. Do this and the following dishes on Saturday.

Take a quart or more of tart, red-skinned apples. Quarter and core them, without paring, cut in thick slices. Put in an agate saucepan with two cloves, an inch of stick cinnamon and sufficient water to barely cover and simmer gently until falling to pieces, then press through a sieve. Measure and return to the fire, adding sugar to make fairly sweet. For each pint soak one-third of a package of granulated gelatine in a third of a cupful of cold water. When soft, turn into the hot apple and stir until dissolved. Fill wetted individual molds with this and set aside.

When clams in the shell are to be had, take twenty-five, scrub thoroughly and rinse to get rid of all sand, place in a kettle with a half cupful of boiling water, cover closely and cook until all the shells open. Strain off the juice and set aside. In inland towns it will generally be found best to use the bottled or canned clam juice, a pint being ample.

Scrub the requisite number of sweet potatoes and boil until tender when tested with a fork; skin them and set aside. Pare and dice as many white turnips as will probably be needed and drop them in cold water. Wash and scrub the celery; wrap in a heavy cloth or towel wrung out of cold water, then in a piece of thick, brown paper and put aside in a cool place.

Do the same with a head of lettuce. Mash one large or two small cream cheeses, adding a few spoonfuls of thick, sweet cream, just enough to make a pliable mixture. To one-third of this add a half spoonful of chives and a teaspoonful of parsley pounded together to a paste; to another third, add a large teaspoonful of sweet red pepper pounded to a pulp; leave the remainder uncolored. Cover to keep from contact with the air.

For the salad, drop the yolks of three eggs in a bowl, add four tablespoonfuls of lemon juice, a half tablespoonful of salt and a dash of paprika. Stand over hot water at the side of the fire, stir and cook until very thick; add two tablespoonfuls of butter cut in bits and stir until absorbed, then strain and set aside. Now, with all the foregoing done, put aside thoughts of the dinner until next morning.

When preparing breakfast Sunday morning put an extra allowance of coffee in the pot—fully two tablespoonfuls more than usual. This is assuming that a drip pot is used, as the coffee must be clear and very, very strong. After gradually pouring in the first scant cupful of boiling water over the coffee let it stand a few moments to percolate, then pour off a half cupful, then finish the drink as usual. While hot, dissolve a half cupful of sugar in this strong coffee. To a pint of very heavy cream, add this cold coffee extract, and a scant teaspoonful of vanilla, then, with skimming of the froth, as it rises and laying it on a sieve to drain. When no more froth will rise, turn the drained, fluffy mass very carefully into a mold with a tighter fitting cover, bind with a strip of muslin dipped in melted fat and bury in ice and salt; it must stand fully four hours that it may be frozen through.

Have the oven very hot. Brush the duck with melted butter, dust with salt and pepper and place in the oven. When the skin begins to brown nicely, a few very thin slices of fat salt pork may be laid over the breast. Bake every fifteen minutes and allow about fifteen minutes for heating through and twenty minutes for each pound. Should there be any danger of burning, cover with brown paper. When done transfer the duck to a hot platter and pour almost all of the fat from the pan. To the remainder add a pint of the bottled chopped giblets with their liquid and enough more boiling water to make a pint. Boil, season and thicken slightly with blended flour and water.

Drain the turnips and boil, uncovered, in salted water until tender, then press through a sieve, season well, add a spoonful of higher and heat liquid. Mold in tiny, well buttered cups or glasses, turn out carefully on a buttered pan and put in the oven just long enough to make very hot. Garnish the duck with these molds and some cream or celery tips.

Have the sweet potatoes, dip each in butter, spread on a pan and put in the oven until brown; this will take about half an hour. Open the canned peaches early in this day, drain and wash, then let them stand in cold water until needed; drain and reheat in a little butter, adding seasoning to taste.

Cut the celery into half-inch pieces; for a pint pare two tart apples and grate them, dropping the pulp quickly into three tablespoonfuls of the dressing; mix with the celery and fill cups made of the lettuce leaves; garnish with the remainder of the dressing, mix with an equal quantity of whipped cream. Make the cheese into tiny balls and put of each color around each lettuce cup.

Sauté a pint and a half of milk and make into a sauce with a tablespoonful and a half of butter and three of flour. Keep the clam broth separately, heat before announcing dinner, take the broth from the fire, mix and season, dropping over the top several tablespoonfuls of whipped cream. With this broth serve the tiny square crackers made specially for soup.

KING OF ALL BREAD!

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WE SHIP THROUGHOUT

AT ALL GROCERS.

IDAHO, UTAH, WYOMING, NEVADA.

MADE IN A CLEAN BAKERY.

PRE-INVENTORY GREAT SAVING EVENTS!

ONE more week of selling, then stocktaking, and we propose prior to that time to dispose of all Broken Lines, Remnants and Odd Lots---therefore thousands of dollars' worth of merchandise will be sacrificed this week for the purpose of shaping up stocks in preparation for inventory. Many of the lots are quite small and will hurriedly disappear; some lots are large enough to last throughout the week. It's policy, however, to be among the first comers Tuesday, as these bargains are unquestionably far and away ahead of any yet presented this season. Get your full share of them, by all means.

PRE-INVENTORY SPECIALS

CLOTHING SECTION.

BOYS' CORDUROY PANTS—One more chance to fit the boys up with a fine pair of Corduroy pants; brown or tan; sizes 3 to 16 years; regular \$5c sellers, will go at, per pair..... **49c**

BOYS' ADL WOOL SUITS—In chevrons, tweeds and serges; sizes 3 to 5 years; worth \$3.00 to \$5.00 per suit; while they last, will go at, per suit..... **\$1.39**

BOYS' AND YOUNG MEN'S OVERCOATS—In good heavy all-weather materials; beaver, melton, Irish frieze and tweed; sizes 8 to 20 years; regular price, \$5.50 to \$12.00. To close them out, will go..... **\$5.95**

CHILDREN'S OVERCOATS—In nobly English chevrons; sizes 3 to 8 years; regular \$5.50 sellers, each..... **\$3.15**

YOUNG MEN'S SUITS—Your choice of our entire stock of imported serges, tweeds and chevrons; sizes 14 to 20 years; regular price, \$12.00 to \$16.00. To close them out, will go at, per suit..... **\$9.15**

PRE-INVENTORY WHITE GOODS SPECIALS.

A lot of WHITE SATIN CHECKED NAINSOOK; value 12 1/2c; to be closed out this week, per yard..... **8c**

About 100 yards of WHITE PLAIN ENGLISH NAINSOOK; value 15c; to be closed out this week, per yard..... **10c**

400 yards WHITE BABY MULL CHECKS; value 25c; to be closed out this week, per yard..... **16c**

10 pieces checked and striped WHITE DIMITIES; assorted patterns; value 20c; to be closed out this week..... **21c**

About 30 WHITE FRINGED REDSPREADS; size 74x81; slightly soiled; value \$1.50; to be closed out this week at, each..... **90c**

A small lot of WHITE FRINGED QUILTS; the regular \$1.75 quality; slightly soiled; to be closed out this week at; each..... **\$1.05**

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F. Meyerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

PRE-INVENTORY SPECIALS ON

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WOMEN'S TAILORED SUITS, 20-inch fitted coat suits, handsomely tailored, fine all-wool cheviot and fancy mixtures, values up to \$25.00; pre-inventory special..... **\$12.50**

LADIES' AND MISSES' COATS, 42 inches long, semi or loose fitting back, plain or mannish mixtures; pre-inventory special..... **\$5.95**

LADIES' HANDSOME COATS of plain or fancy materials, loose or tight-fitting back, collar and cuffs trimmed with black astrachan; pre-inventory special..... **\$9.00**

GIRLS' SCHOOL COATS, in all-wool mixtures, with emblem on sleeve, military buttons, for girls 8 to 14 years; pre-inventory special..... **\$3.00**

ALL SILK DRESSING SACQUES AND KIMONAS AT SPECIAL PRICES.

ISABELLA PUR BOA, in dark brown only, 54 inches long, two bushy tails, our \$10.00 grade; pre-inventory special..... **\$5.00**

LITTLE MISSES' FUR SETS, white angora fur muffs trimmed with white satin ribbon bow and pocketbook, worth \$2.75; pre-inventory special..... **\$1.98**

EIDER DOWN DRESSING SACQUES, in pale blue, pink and red; ladies' collar, wide or narrow sleeve, sizes 32 to 38 only, values up to \$3.00; pre-inventory special..... **\$1.45**

WOMEN'S SHIRT WAISTS, three distinct styles, merized vesting waists, flannels and saten waists, worth \$1.75; pre-inventory special..... **\$1.00**

PRE-INVENTORY SHOE SPECIALS

LITTLE GENTS' CALF SHOES, sizes 8 to 12 1/2, sold regular at \$1.75, special price this week, per pair..... **98c**

CHILDREN'S KID LACE SHOES, sizes 5 1/2 to 8, worth \$1.00; special price, per pair..... **65c**

LADIES' FELT SHOES, with leather soles, a pair..... **95c**

LADIES' STORM RUBBERS, worth \$6.00; special, per pair..... **45c**

MEN'S HOUSE SLIPPERS AT SLAUGHTERING PRICES, from per..... **45c up**

DON'T MISS THIS SNAP, only 75 PAIR, of ladies' fine kid lace shoes, patent tip and opera heels, worth \$2.50, go while they last, at, per pair..... **\$1.98**

LADIES' seven or ten-button black OVER GAITERS, special price, per pair..... **33c**

PRE-INVENTORY SALE OF Silks and Dress Goods

Black Taffeta Silk.

60c quality black taffeta, 19 inches wide, per yard..... **44c**

70c quality black taffeta, 19 inches wide, per yard..... **52c**

80c quality black taffeta, 19 inches wide, per yard..... **57c**

Black Beau de Soie.

50c quality black Beau de Soie, 19 inches wide, per yard..... **58c**

\$1.00 quality black Beau de Soie, 19 inches wide, per yard..... **67c**

\$1.50 quality black Beau de Soie, 36 inches wide, per yard..... **\$1.05**

Plaid Silks! Plaid Silks!

Our entire line of \$1.25, \$1.50 and \$1.50 plaid silks reduced to close out during this pre-inventory sale at, per yard..... **98c**

Ten pieces 38-inch heavy all-wool mixed suitings in check and two-toned effects, suitable for waists, skirts and suits, regular \$5c; PRE-INVENTORY SPECIAL..... **53c**

54-inch, all-wool plain cheviot suitings, suitable for jackets, skirts or street suits, in colors brown, blue and black, regular value \$1.00; PRE-INVENTORY SPECIAL, a yard..... **83c**